

TILLION

Dagmar Vermeer

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Speaker Introduction (Short Version):

Dagmar Vermeer is Marketing Director at Tillion Data Centers, where she leads global brand strategy, market positioning, and customer-centric communications for Tillion's hyperscale digital infrastructure platform. With nearly 20 years of experience in B2B marketing — including eight years in the technology sector and four within the data center industry — Dagmar specializes in translating complex technical capabilities into clear, compelling market narratives. Her internationally multicultural upbringing, having lived across Africa, Asia, the Middle East, North America, and Europe, brings a uniquely global perspective to her work, shaping how Tillion connects with customers and partners across diverse markets. Most recently, she has been instrumental in defining the brand and customer-experience strategy for Tillion's next-generation hyperscale campus in Zaragoza, Spain.

Complete Biography (Full Version):

Marketing Director, Tillion | Global Brand & Strategy Leader

Dagmar Vermeer is an accomplished marketing leader with nearly two decades of experience shaping brand strategy, driving commercial growth, and elevating customer engagement across global B2B and technology markets. With a strong track record in positioning complex digital-infrastructure offerings, Dagmar brings deep expertise in transforming technical vision into clear, compelling narratives that resonate with hyperscale, enterprise, and investor audiences. [linkedin.com](https://www.linkedin.com)

At Tillion, Dagmar serves as **Marketing Director**, where she leads the company's brand, communications, and go-to-market efforts. She plays a key role in defining Tillion's market presence and ensuring its next-generation Zaragoza hyperscale campus is represented with clarity, differentiation, and a customer-first mindset. Her work spans brand positioning, customer experience, and end-to-end marketing strategy — ensuring Tillion's commercial ambitions are matched by a strong and credible market identity. [linkedin.com](https://www.linkedin.com), [tilliondc.com](https://www.tilliondc.com)

Before joining Tillion, Dagmar built a wide-ranging career across sectors and geographies, contributing to major technology and digital-infrastructure brands. With eight years dedicated specifically to the technology sector — including four focused on the data center industry — she has led initiatives across product launches, GTM development, content strategy, customer

journey programs, and global brand architecture. Her experience also extends into freelance strategic marketing, supporting B2B organizations in defining market clarity, impact, and long-term growth. [\[linkedin.com\]](#), [\[wearecreat...fusion.com\]](#)

Dagmar's perspective as a leader is shaped by her **globally multicultural upbringing**. Having lived across **Africa, Asia, the Middle East, North America, and Europe**, she brings a uniquely international lens to communication, customer understanding, and cross-cultural brand building. This global foundation deeply informs her approach to storytelling, market strategy, and creating brands that resonate across borders, industries, and cultures.

Recognized within Tillion as the driving force behind its brand voice and positioning, Dagmar continues to shape how digital-infrastructure innovation is communicated in a rapidly evolving, AI-accelerated market. She is passionate about elevating customer experience, simplifying the complex, and ensuring marketing serves as a bridge between technical excellence and commercial impact.
